

H PROJECT

HOLT RENFREW TO LAUNCH UNIQUE NEW *H PROJECT* SHOPS *Extraordinary Products with Extraordinary Stories*

May 22, 2013: Holt Renfrew is pleased to launch *H Project* – a unique in-store shop of extraordinary products with extraordinary stories. *H Project's* offering highlights culture, craft, and artisans from around the world, with an assortment of apparel, accessories, home décor items and beauty products.

H Project is led by Alexandra Weston, Holt Renfrew's Director of Brand Strategy. "The *H Project* shops will present products which may be extraordinary in a number of ways," Weston noted. "Perhaps it is the artisanal method with which they are made, the unique materials used, or the way they might celebrate a culture."

The shop will offer exclusive designer collaborations, and in some cases there may be an element of sustainability or a charitable component. *H Project* shops will launch with over 30 brands that have been scouted from around the globe over the past several months, including Acca Kappa, Aiayu, Aish, Areaware, Cornelia Guest, FEED, Jenny Bird, Kiondo, Lemlem, Lizzie Fortunato, Lorenza Filati, Made with Love, Me to We, Mercado Global, Michael Roger, Proof, Rodin, Sammy, SU, Swahili Imports, S'Well, The White Briefs, Virginia Johnson and WeWood.

"We are thrilled to partner with exciting international designers – some well-known and others just making their mark," noted Alexandra Weston. "*H Project* offers a stage to help tell their unique and compelling stories."

Holt Renfrew collaborated with Janson Goldstein to design a modern and gallery-like space where customers will be invited to discover elements of theatre, art and culture. The open flow shops will inspire with artisanal installations, cultural music, and videos on a listening wall where customers can learn about the stories behind the products.

The first full concept *H Project* shop will open at Holt Renfrew's Yorkdale location in fall 2013. *H Project* pilot shops will open this week at Holt Renfrew Toronto (Bloor), Calgary, and Vancouver.

Featured Designers

Aiayu

Aiayu is a Danish knitwear brand with the mission to combine beauty, comfort and sustainable living while promoting growth and community development in Bolivia. Ethical business practices and a fashion-forward approach to modern luxury go hand in hand, and the belief that fashion should be known for its honesty, longevity and simplicity, rather than simply for its aesthetics. By implication, Aiayu has become synonymous with wardrobe essentials.



Aiayu pillows and throws \$135 - \$400

Cornelia Guest

Cornelia Guest's passion for animals and nature is reflected in every aspect of her life including her philanthropy, animal activism, and business enterprises. A selection of Cornelia Guest's animal-friendly bags will be available within *H Project* shops.

Daughter of American fashion icon CZ Guest and polo champion Winston Frederick Churchill Guest, Cornelia has been able to use her media attention and professional contacts to support Humane Society of New York, and was named by Donna Karan as one of the Women Who Inspire. She also serves on the Mayoral appointed Grow NYC board. Cornelia has been an advocate for New Yorkers for Marriage Equality and in 2010 hosted their New York flagship event with Mayor Bloomberg.



Cornelia Guest clutch \$170

Jenny Bird

Jenny Bird grew up in a tiny, rural artistic community in Canada. Self-taught in accessories design, Bird launched her line in 2008 with a successful collection of luxury handbags. In a short-time she expanded her line to include her coveted boho-luxe jewellery. The Jenny Bird brand has a devoted following of "birdgirls" and has become a staple in the closets of fashion insiders and celebrities. Blending uptown quality with bohemian flare, Bird designs for women of all ages who have a taste for luxury and desire to be of-the-moment, but not overly trendy.

To celebrate the beauty of the African and Asian elephants, Jenny designed the "Guardian Tusk" jewellery collection exclusively for *H Project*. A portion of sales will benefit the World Wildlife Fund.



Jenny Bird Tusk ring \$70

Lemlem

Supermodel, actress and former World Health Organisation's Goodwill Ambassador for Maternal, Newborn and Child Health, Liya Kebede discovered that traditional weavers in her native country of Ethiopia were losing their jobs due to a decline in local demand for their goods and wanted to do something about it. Recognizing the beauty, quality and historic significance of their work, Liya started Lemlem in 2007 as a way to inspire economic independence in her native country and to preserve the art of weaving. Today, Lemlem, which means to flourish or bloom in Amharic, is thriving.

Thank you to those who support this handcrafted collection of women's and children's clothing, while helping preserve an ancient art form.



Lemlem tunic \$215

Lizzie Fortunato

Lizzie Fortunato is a NYC-based accessories line designed by Elizabeth Fortunato and operated by her twin sister, Kathryn. Lizzie sources material and inspiration from around the globe, and her designs are heavily informed by travel, fine art, and the traditional craftwork of the places she visits.

Lizzie Fortunato's designs have been featured in WWD, W Korea, Vogue China, British Vogue, Harper's Bazaar, and The New York Times. The label has twice been recognized by Harper's Bazaar magazine & CFDA as 'One of the World's Most Promising Accessories Lines,' and has been tapped by Matthew Williamson, Suno and VPL for runway collaborations.

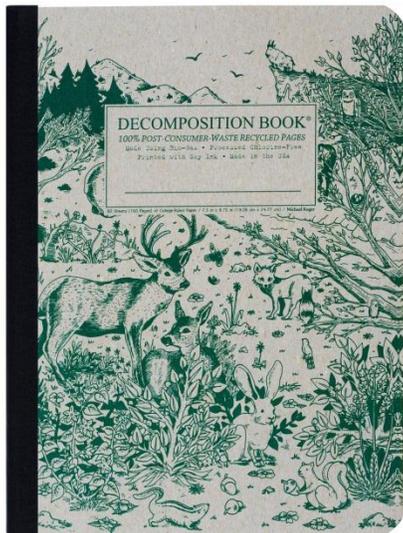


Lizzie Fortunato clutch \$475

Michael Roger

Michael Roger is a small, family-owned company based in Red Hook, Brooklyn. Their stylish and eco-friendly Decomposition books are an eco-conscious twist on an old school standby. The pages are 100% post-consumer-waste recycled paper, which means they were made from products that were used, discarded and then saved from the waste stream via recycling. Decomposition books are printed with soy ink, which is a green alternative to traditional petroleum-based inks, and are available in chic and imaginative cover designs, including wood grain patterns, nature scenes, vintage appliances, and many others that call to mind the melding of old and new. Decomposition books were

recently featured on the O-List in Oprah magazine.



Michael Roger Decomposition Books \$8 - \$10

Rodin

Linda Rodin, former model and celebrity stylist experimented with essential oils in her kitchen for nearly two years before creating her first luxury oil product in 2007. Rodin offers a collection of four exquisite luxury oil elixirs for the skin, lips, and hair. The key components in each chemical-free product are essential oils, derived from flowers and other botanicals that are legendary for their soothing, softening, glow-giving, emollient, and protective properties. Known for its no fuss, no multi-step regimen, and grease-free residue, each luxury oil blend exudes the aroma of jasmine (one of the most lush and intoxicating flowers) mingled with neroli (a soft, mellowed citrus much beloved in perfumery).



Rodin luxury body oil \$125

WeWood

WeWood is the eco-chic timepiece made of 100% Natural wood. The first timepiece was designed in Florence, Italy in 2010 and with the widespread craving for eco-friendly ethos; WeWood hit the scene as the avant-garde approach to sophisticated sustainability. The goal is to help restore Mother Nature, one watch at a time, by planting a tree for every WeWood watch purchased. In the past year We Wood has planted over 150,000 trees with American forests. WeWood has been featured in Vogue, GQ, Marie Claire, The New York Times, Elle USA, and the Los Angeles Times.



WeWood watch \$120

About Holt Renfrew

Celebrating a 176-year heritage, Holt Renfrew is recognized worldwide for an inspired shopping experience. Once a purveyor of fashion to Her Majesty Queen Victoria, Holt Renfrew began in 1837 as a modest hat shop in Quebec City and has become Canada's destination for luxury retail. Holt Renfrew has 2,500 employees with nine stores across the country in Vancouver, Calgary, Edmonton, Montreal, Quebec City, Ottawa and Toronto. In early 2013, Holt Renfrew launched hr2, Canada's first premium off-price concept, offering leading brands and on trend styles at irresistible prices. For more information please visit us at holtrenfrew.com

Holt Renfrew is part of Selfridges Group Limited. With extensive know-how and experience in operating luxury fashion retail stores, the Selfridges Group owns and operates leading heritage banners in key markets around the world, including Brown Thomas in Ireland; de Bijenkorf in The Netherlands; Holt Renfrew and Ogilvy in Canada and Selfridges in the United Kingdom. Selfridges Group Limited is privately held; W. Galen Weston is Chairman.

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